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The Iowa Homemaker vol.26, no.1

Joyce Edgar

Iowa State College

Ann Koebel

Iowa State College

Maryann Jones

Iowa State College

Charlene Stettler

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The Iowa Homemaker vol.26, no.1

Authors

Joyce Edgar, Ann Koebel, Maryann Jones, Charlene Stettler, Marlyn Cody, Marjorie Clampitt, Nancy Baker, Maxine Burch, Mary Neff, Natalie Benda, June Welch, and Goldie Rouse

THE IOWA

Homemaker



C. 100315

A REVIEW OF ACTIVITY IN HOME ECONOMICS AT THE IOWA STATE COLLEGE

APRIL, 1946

What will the Home Economist of the future have to know?

In our constantly rising standard of living, the Home Economist plays an ever-greater role.

Tomorrow's Home Economist will probably be a combination efficiency expert, public speaker, radio broadcaster, magazine writer, and many similar things.

She will be an expert on meat cuts—and on all forms of cooking meat. She will have to advise women singly, and in groups, on getting more variety into their meals . . . how to get the best out of the finer cuts of meat and how to make economical cuts tastier.

For, in that part of American life with which the Home Economist is most concerned, meat is an important item. It is the mainstay of the American diet and per capita consumption is on the increase.

Therefore, a word of friendly advice from John Morrell & Co., Meat Packers: Good meat, such as Morrell Pride, is *always* the best buy—the most economical and the most nourishing in the long run.

JOHN MORRELL & CO., GENERAL OFFICES, OTTUMWA, IOWA



ON THE COVER: Recent addition in Iowa State's building program is the Women's Gymnasium, home of the Department of Physical Education for Women.

★

• A modern pioneer who cooks in a duplicate model of a plane cabin is Miss Lylas Kay, head dietitian for United Air Lines. At her Chicago headquarters she has been ironing out the problems of serving 5,000,000 sky-high meals a year. Miss Kay, who attended Iowa State during the summer of 1940, currently is finding ways to cut down the time needed to serve hungry UAL passengers.



★

• April, 1946, represents not only a month of concentrated preparation for Iowa State's first post-war Veishea, but also the silver anniversary of the *Homemaker*. That first issue of twenty-five years ago preceded Vicky with ideas for dresses of unbleached muslin, "quaint" calico and "really stunning" orange chambray. We sigh over the simplicity of Vicky's final paragraphs when we read "... there is no excuse for buying ugly, cheap, muddy materials to gallop together, somehow, into a hopelessly homely housedress to be hated by all."

★

• Does writing from an apartment overlooking San Francisco Bay sound exciting for a career? Genevieve Callahan, '20, from her West Coast office home, highlights the work of a free lance writer of foods articles in the May *Homemaker*. Whether it be prunes or figs, salmon or cereals, her job is to originate new and different uses for these products. Then comes the task of working with advertising agencies, magazines and book publishers to present new fascinating recipes to modern homemakers.

★

• Members of the Iowa Homemaker Publication Board: Paulena Nickell, Chairman; Doris Adams; Martha Claire Coover; Mary Dodds; Elizabeth Storm Ferguson; Shirley Glass; Katherine Goeppinger; Eleanor Hillmond; Jean Charlotte Larson; Kenneth R. Marvin; Jeanne Moore; Dean P. Mabel Nelson; Mary Elizabeth Nichols; Louise Mary Stuckert.

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T H E I O W A

Homemaker

A Review of Activity in Home Economics

IOWA STATE COLLEGE, AMES, IOWA

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Keeping Up With Today

STUDENTS in supervised residence units receive a well-rounded, complete diet while those who are free to choose their meals frequently lack the essentials of a balanced diet. This is the conclusion reached by Dr. Charlotte M. Young in an investigation at Cornell University, Ithaca, N. Y. Dr. Young, who received her doctor's degree at Iowa State, studied the eating habits of women living in a supervised dormitory, in a sorority house, in campus-controlled cottages, in private homes and in a graduate house whose residents were free to choose their own eating places.

Relying on their radios for national and international news are 69 percent of Iowa's urban women and 82.9 percent of those living on farms, according to a recent Iowa Radio Audience Survey published by WHO, Des Moines radio station. News is the favorite program type of 8 out of 10 of all women interviewed. Women voted for other program types in the following order: comedians, 65 percent; popular music 51.5 percent; complete drama, 47 percent; audience participation, 38 percent, and variety shows, 32 percent.

Educational facilities in the field of mechanical refrigeration and air conditioning have increased by at

least 25 percent according to a recent survey of the nation's leading universities and schools by the Refrigeration Equipment Manufacturers Association. More than half of the schools are conducting detailed experiments on the reaction of meat, fruits, vegetables, milk, butter and eggs to freezing methods of preservation. Objectives of these experiments are to compare the ability of frozen foods to retain their vitamin content with that of foods preserved by cooking or dehydrating, and to determine the comparative palatability. Most of the universities are planning new buildings with general air conditioning, special cold rooms, humidity control rooms, food lockers for research and the latest in mechanical equipment.

Dark, light, mild or sharp gingerbread can be made to suit individual taste. Iowa State home economists in foods research have discovered that gingerbread containing soda is darker than that made with baking powder, and that that made with baking powder has a sharper flavor. However, using too much soda in an effort to obtain a milder flavored gingerbread will give a soapy tasting product.

Lower oven temperatures may be used when baking with glass, according to Iowa State foods experts. Glass absorbs heat more readily and the baking process requires less oven heat. A chocolate cake that bakes at 350 degrees in a metal dish bakes better at 300 degrees in glassware. Vegetables and oven-cooked meats conform with a temperature reduction of from 50 to 65 degrees.

Civilians will have 145 to 155 pounds of meat per person this year reports Miss Fannie Gannon, home management specialist who has just returned to Iowa State from Washington, D. C. Miss Gannon predicts an increased supply of fats and oils although home-makers are still urged to conserve fats. 70 percent increase in canned fruit and an 80 percent increase in citrus fruit are expected.

Students in costume design class put into practice rules of style and color. Women create the mannequin's evening dress by draping plain and striped material. The design is then illustrated



Supervises Hawaiian Canteen

Imbued with the spirit of adventure and a desire to get closer to the war, Ann Koebel, '42, headed westward with the U.S.O. canteen service in January, 1945. She describes her experiences as assistant canteen manager with a U.S.O. Victory Club in Honolulu.

ARRIVING in Hawaii, we visited most of the U.S.O. clubs on Oahu, the activities of the organization were explained, and we were assigned to our specific locations. I was fortunate in being assigned to a large club in Honolulu.

The club itself had been a Japanese department store in peacetime days, a far cry from the activity supplied by almost half a million men passing through its doors monthly during the war. Ping pong, pool tables, an A.P.O., a check room, a canteen store room and a preparation kitchen filled the basement floor, while the major part of the first floor consisted of the all-important canteen and offices plus the only escalator in the islands.

On the mezzanine one could always find men busily writing letters, reading magazines and newspapers or taking advantage of the piano and music rooms.

Next up were a classical music room, art exhibits, craft rooms and a theater which showed first run movies and stage shows. Third floor held the dormitory of close to 300 beds, with shaving, showering and pressing facilities.

Topside boasted of the only roof garden in town with a glorious view of the harbor backed by the mountains. Here we had dances every noon and three nights a week, with a small kitchen and soda fountain to supply refreshments.

The club had 10 professional workers, and the special domain of 2 of us was the canteen and everything connected with it. Theoretically our work was supervisory, but actually we did everything from training and supervising the help to ordering and checking food, waiting counter, running the dishwasher or making sandwiches. Often we tried three or four things at a time.

WE served primarily sandwiches and salads, hamburgers, cakes, pies, doughnuts and waffles. A soda fountain with about 60 stools made it possible for men to grab a quick lunch. In the busy months we served between three and four thousand men a day. In addition, a buffet luncheon was served on the roof during the noon dances. Food was not free but sold at cost; however, on V-J day we served free food to about 12,000. I still dream about it.

The labor problem was a prime factor for headaches in the winter and spring months. No one over 16 years of age could be hired without a U. S. Employment Service referral, and it was 2 months before

we obtained an "A" priority. We solved the problem in the summer by hiring high school students and by the time they went back to school the situation had eased considerably.

Our employees were the strangest assortment one could ever find—ranging from army men who were ex-cooks and ex-chemical engineers to non-English-speaking Oriental, and even a few *haole* (white) shipyard workers. But you never knew just what members of your crew would be on hand in the morning. Imagine coming to work on a sleepy Sunday and



U.S.O. canteen hostess serves refreshments to a sailor

finding that there was no one to make waffles but a man who had sold shirts in civilian life and never as much as looked at a waffle iron. Usually in such cases the dishwashing machine was also broken and the sandwich man was missing. There was nothing to do but commence operations yourself.

After ordering a pound of meat it was quite a change to suddenly be making out slips for several tons of it, and for everything else in like proportion. We bought as much food as possible from the army quartermaster and without that source could never have obtained it. Local fresh fruits and vegetables were scarce, and we'd go for weeks without lettuce and tomatoes. Pineapple and papaya were always there in abundance but that was about all. Even bananas were almost non-existent in the city. Syrups, bread, baked goods, some staples and whatever the army didn't have we bought locally.

First Introduction

A LETTER of application is a sales letter," says Mrs. Mary Elva Sather, head of the Home Economics Placement Office. "You are selling your services and buying a career. While no rules can tell one how to write every application letter, I wish there were some way of impressing on an applicant the importance of sending complete information about herself in her first letter."

One employer wrote Mrs. Sather that a girl who fails to supply all of the information wanted by a prospective employer wins a thick black mark against her by the letter's recipient. Another employer wrote, "I have received a letter from Miss Blank but all she did was to ask questions so I have not answered it."

Many application letters are mailed unsigned. Sometimes, if the letter is a good one, an employer will send it to Mrs. Sather to inquire if she can supply the writer's name from the information given in the letter. Many others are simply thrown away.

Elaborate discussions are out of place in a letter of application. Statements should be presented as facts. One employer who had received a boastful letter from a home economics graduate wrote Mrs. Sather, "My first reaction was to fire all of my sales department and take on this girl." Another drew a red ring around the list of honor organizations and sent the letter to Mrs. Sather with the comment, "Let some one else say this."

In another example of an inadequate letter of application sent back to Mrs. Sather's office, the girl had mentioned salary first. She neglected to state her home economics major field at Iowa State, did not say what college courses she had taken which would qualify her for the position and gave no information about herself. The employer to whom this letter was directed had four positions available. If the applicant had included her qualifications in her letter of application, the employer would have known if she would fit one of them. Because of the poor letter, which gave the employer an unfavorable first impression, this girl did not receive a position with the company.

Employers are much impressed by good letters of application. A comment of this kind was sent to Mrs. Sather regarding an Iowa State graduate who had just returned from service and had written an unusually good letter of application for the position in which she was interested.

With the nearing of the end of the school year interest in application letters is mounting among graduating seniors and among others who plan to obtain summer positions.

A New York City businessman stated in the December issue of the *Journal of Home Economics* that he recently had an opening for a home economist which

he had made known to several leading colleges and to employment committees of home economics groups and individuals.

He said that the colleges replied promptly with records of several candidates, giving qualifications with reference to his needs. The replies which he received as a result of letters to the employment committees were unsatisfactory. "They gave practically no information about the candidate's experience or ability and gave no references."

"These letters in the latter group," the businessman stated, "made me wonder if home economics schools are properly training students in ordinary practices of the business field."

Iowa State home economics students in the Department of Institution Management are required to take one course in business correspondence. Household equipment and institution management majors are required to take a course in technical journalism. In many other departments, technical journalism is offered as an alternative required course. Other students often elect this course, which includes a study of letters of application.

ACCORDING to Mrs. Sather, "The four principles of salesmanship must be followed in a sales letter. Attract attention, arouse interest, convince and stimulate action."

"The same principles apply to letters of application for summer positions as for permanent ones," stresses Mrs. Sather. "The chief problem of most girls seeking summer positions is to convince the employer that lack of experience is not going to be a handicap. This can be done by stating any past experience which applies to the desired position in any way or by showing that one has had particular training that would offset lack of experience."

"Be sure to spell the employer's name correctly. Misspelling of a name is a common mistake which creates a bad first impression. A person's name is his trademark and he wants to be addressed correctly."

"It is always a good plan to let some time elapse between the writing and mailing of an important letter. A letter of application often can be improved by revision."

Prof. A. Starbuck, instructor of the business correspondence course, gives some points generally desired by a personnel officer in a letter of application.

Why is the applicant writing? What training and specific courses has she had that particularly qualify her for the position? What experience has she had that further qualifies her? What references does the applicant give?

The list of references should usually include at least one person from the college where the applicant

received her training, one from a previous employer and one from her home community.

The letter of application should request some action. It may ask for a position but usually asks for an interview.

ACCORDING to Miss Katherine Goeppinger of the Department of Technical Journalism, "If you are not a graduating senior and do not have credentials on file in the Home Economics Placement Office, it is a good idea to enclose a personal history sheet with your letter of application. This eliminates the necessity of telling in the first person all of your attributes. The same would be true in applying for summer positions.

"On the personal history sheet information should give a background of your training, particularly college courses related to the type of position for which you are applying."

The personal history sheet usually includes such items as experience, education, courses which would qualify the student for a position, college activities, college honors, travel, hobbies and personal information.

Under experience, even though only that received at home, list responsibilities assumed such as meal planning, marketing, food preparation, care of children or household management if they relate in any way to the position desired. It is a good idea to include

travel in a personal history sheet since it is some assurance to employers that you may have a broader viewpoint.

Additional guideposts the writer of an application letter should check include writing from the employer's viewpoint, pointing out specifically how she can fill his need and highlighting her experience instead of going into tiresome details. The letter should look attractive and neat, avoid all trite phrases, open with a snap and request action in the closing sentence. The writer should be explicit about her education, question whether it is pertinent to mention religion and nationality, include two or three business references and cut out all extraneous material. Is the writer sure that the name and title of the employer are correctly spelled? Did she enclose a stamp or a stamped envelope? Has she enclosed a photograph that looks like her? Is her choice of words above criticism? Has she included her telephone number? Is her name typed at the bottom? Has she avoided mention of a definite salary figure? Is it conversational? Does the letter sound like her or could anyone else sign his name?

Students who feel that they are in need of added training in business letter writing can take courses to prepare themselves or go to the library and read books on the subject. Career Clinic meetings sponsored by the Textiles and Clothing Club also provide an opportunity for students to review application letters.

How to high-light her experience puzzles the writer as she begins an application letter for a summer position



From a fashion-wise pedestal

Vicky Views Veishea

LONG before the mad whirl of Veishea, fashion-wise Vicky will select her new spring wardrobe. But she's not thinking only of Veishea days, she has a sharp eye out for the summer beyond. Vicky knows all the latest trends, but from them she selects for herself only those lines, colors and textures which bring out her best qualities.

Vicky will see Veishea's opening ceremonies on Lake LaVerne in a dark silk crepe worn with frills of starchy white at the throat and at the hem of her sleeve. In addition to new colors with intriguing names—pussy willow green, white wine and anthracite black, traditional navy is good again. The big news in spring colors is brown. Vicky welcomes it back this season after many years of absence.

VICKY's coat will have a soft, appealing look, pulled in at the waist above a rounded hipline. Full push-up sleeves are a feature of her short, flared box coat. Swishing gaily beneath her new short coat is a spring print dress in rayon crepe she will wear for the boat races. Vicky will don a melon rayon shantung classic dress for the baseball game, and she has a crisp blue seersucker with cap sleeves to wear to the horse show.

When she meets her date for the college picnic and band concert, our coed will be cool and comfortable in one of the new cottons with billowy sleeves and that story-book look. All-important at Veishea time is the tapping ceremony beneath the Campanile and Vicky will be there in her newest navy pique suit, with three-quarter length sleeves and a short, tailored bolero jacket.

SMART Vicky is saving her smoother dark dresses for the dances each evening of Veishea. Her sophisticated blacks are topped off with perky cap sleeves or dramatically finished with dolman and double dolman sleeves. Real drama in Vicky's spring and summer wardrobe will be in her blouses. A dressmaker blouse with long sleeves and a curved yoke makes half of a little black dress for the big night of Stars Over Veishea.

Vicky has rated a first from the fashion-wise attending Veishea, and she will be fashionable all summer in her new spring-summer wardrobe.

by Charlene Stettler

She Cooks for the Clouds

Miss Lylas Kay, head dietitian for United Air Lines, plans sky meals, says Marlyn Cody

HIGH in the clouds, Miss Lylas Kay, head dietitian for United Air Lines, serves nine meals a minute to hungry passengers on UAL planes. The 1000 different menus she plans in a year assure travelers flying from coast to coast or making more than one trip a week that they will not eat the same meal twice.

Menu recommendations come each week to Miss Kay from head chefs of 10 company-owned kitchens located in such strategic cities as Boston, New York, Chicago, Omaha, Denver, Salt Lake City, Los Angeles and Portland. These kitchens keep a supply of 292 different foods and staple items to use in preparing 5,000,000 meals a year.

A student of Iowa State during the summer of 1940, Miss Kay had previously received a degree in institution management from MacMurray College, Jacksonville, Ill. She gained experience with United Air Lines as manager of its employee cafeteria at San Francisco. Her first position held after graduation was with the Hearthstone House, Winnetka, Ill. She has been dietitian for the Valparaiso, Ind., hospital and for Illinois College at Jacksonville.

Ever increasing the number of foods which may be served in the air is the goal of Miss Kay's present work in her special research test kitchen in Chicago. The first meals served on planes were box lunches with cold sandwiches since the cabins had no facilities for hot food. Then came the era when fried chicken, due to its excellent serving qualities in the air, was part of almost every meal. However, today the variety of food served on planes is, or soon will be, equal to that in the finest hotels and restaurants.

Newly designed mobile units which transport food to the planes and mechanical lifts which raise it to the cabin door have improved the movement of food supplies from ground kitchens. Inside the plane electrically heated containers controlled by thermo-

stats keep food hot until it is served. In the same way special dry cooling units keep cold food cold.

IN addition to planning menus and determining the performance of food in the air, Miss Kay tests new food products and strives to create attractive meals. In her modern research kitchen she tests suggested food combinations by preparing them herself. Often she calls in a group of company employees to act as unofficial taste testers. If they approve new foods, undoubtedly the passengers will also enjoy them.

A duplicate model of a plane cabin is Miss Kay's second Chicago test kitchen. Here practical food problems are ironed out. One such problem is more rapid serving of meals made necessary by increased plane speeds. At present a passenger can be served in three minutes, but Miss Kay hopes to cut the time down to two minutes or less. One solution is to have two stewardesses instead of one on a 21 passenger plane. Another innovation will be changing the buffet from the rear to the center of the cabin to eliminate many steps.

During the war, shortages restricted the amount of food served in the air and the necessity for carrying essential cargo eliminated heavy food containers. Now proposed transports accommodating up to 52 passengers will provide increased room and weight allotment for food service items.

Miss Kay, backed by nationally trained chefs, dietitians, home economists, research experts and designers, will continue her work to improve meals in the air.

Huge air line, company-owned kitchens prepare 5,000,000 meals a year to feed plane passengers. Kitchens serve 1,000 separate menus annually and are supplied with 292 different foods.



Look Toward Your

Home economics graduates in business describe opportunities to live, work and play in five cities

CHICAGO—Lora S. Graul, *Foods Graduate*. Adventuring in Chicago isn't what it's cracked up to be for the newcomer who doesn't have a place to hang her hat. Temporarily she can camp at the YWCA for a small fee, and she may be lucky enough to find a permanent room through the room registry on Monroe. Chances are, the firm that hired her will give some 20-carat assistance. There are also a number of residences for young ladies, some of which serve breakfast and dinner. There are the Eleanor Clubs, over a dozen of them; Frost Club and Bethany Girls' Headquarters. And for those who are Swedish, Polish, French or practically any nationality at all, there's a club that will give assistance.

Minimum cost for a room is between \$30 and \$35. Rather than eat out all the time, a woman will probably find it less expensive to spend a few extra dollars for an apartment and buy her own groceries. Three meals a day across the counter can't be had for much less than \$2. With only the noon meal out (about 50 cents) and two at home a person can feed herself rather handsomely for a dollar a day.

Buy less sweaters and skirts and more suits during the last year in college. The lovely clothes in Chicago will water that income enough.

Anyone who has a failing for fine food will find one of her wisest economies 25 cents spent for Elizabeth Rannell's *Eating Out in Chicago*, which honestly sets down tariff, time and type of meal. And while digging down, buy a good map of the city and *carry it*. Two dollars is the minimum for a really worthwhile meal, five the maximum.

Usually about seven plays are running concurrently. The fee is \$1.20 to \$3.60, merely a matter of taste. Such shining lights as Burton Holmes, Martha Graham, Veloz and Yolanda and Sonja Henie bring their shows to Chicago. And there are always the movies. Some of them throw in a rollicking stage show at no extra cost, 95 cents for the evening.

The Chicago Symphony Orchestra gives at least two performances a week. On Saturday nights Orchestra Hall reverberates with the musical out-pourings of such great artists as Heifetz, Schnabel, Robeson and Lehmann. They all can be heard from a \$1.25 seat or a \$3.50 throne.



New York City, Phyllis Garberson Heggen, '43. It costs a great deal more to live in New York than in Chicago. There a woman, by sharing an apartment, could expect to pay \$30 a month for housing. Here I will have to pay \$50 or more for the apartment I hope to share beginning next month. The \$48 a month I pay at the girls' club where I am now staying includes my breakfast and dinner, but they are not adequate nor is it a very comfortable place. A girls' club, how-

ever, is certainly respectable and clean, and would be perfectly all right if a woman really wanted to live economically.

Food costs are about the same as in Chicago, I think. In Chicago, sharing an apartment with two other women, I found that we could have excellent meals at home by each contributing \$3 a week. A woman could have housing, utilities and food for less than \$50 a month. In New York, on the same standards, housing alone comes to that.

I certainly don't think a woman ought to come job-hunting in New York unless she has a good reserve to start with. Also a guarantee of a position at \$40 would seem to me the minimum.

One person I talked to said that another Iowa State graduate, job hunting, had just dropped in on her without even so much as a telephone call or a letter of introduction. She didn't have an easy time, needless to say. Perhaps this will impress undergraduates with the importance of having a position before they come to New York.



Minneapolis, Catherine Tidemanson, '44. Apartments in Minneapolis are almost impossible to find, and it's difficult to obtain a permanent room in one of the hotels. But there are a number of excellent girls' clubs where one can find vacancies quite often, and there are nice rooms available in private homes.

Anyone coming here should write the YWCA for help in locating a room. There's a ruling against staying in Minneapolis Y for more than a few days, but the St. Paul Y has rooms available for the year.

Rent for a room in a private home is \$20 to \$30 a month, possibly with kitchen privileges. A girls' club costs \$40 to \$50 a month, including breakfast and dinner.

Eating out, being careful, it's possible to have three good meals for \$1.25 a day, but that leaves no margin for splurging. Otherwise one should figure about \$2 a day. In an apartment, eating lunch out and not doing much expensive entertaining, \$6 a week should cover everything.

The greatest variation in cost of living will come with entertainment. A festive evening of dinner and floor show at one of the big hotels will leave nothing but small change from a \$10 bill. But for the person who is being squired around or who has more simple tastes, this expense needn't be too great.

For summer recreation everyone swims and suns at one of the lakes right in town or at Lake Minnetonka, about 20 miles away. Nearly everyone goes fishing, too. So many people own summer places that one is almost certain to spend most of her weekends and holidays at a lake.

Minneapolis has good tennis courts and excellent golf courses. In the winter there are indoor and out-

Future

door skating rinks, ski lodges, toboggan slides, excellent hockey and basketball games and bowling.

The Minneapolis Symphony gives one or two concerts every week during the season, and almost every concert performer on tour comes to the Twin Cities. Tickets for these things are fairly reasonable. Most of the plays come from Chicago, and there are a number of musical comedies that come year after year. Several of the top ice shows give annual performances.

Minneapolis has two good art institutes, both of which have classes at night. All the facilities of the University of Minnesota are available, too, even the library and the dances.

Iowa State graduates are warmly welcomed in Minneapolis although there are fewer home economics positions than in Chicago or New York. It's a good idea to come job hunting between quarters. The University is on the quarter system, too, and its graduates have an advantage in being on the spot when positions are open.

★

Washington, D. C., Carol Brueck Best, '37. Satisfactory living quarters are hard to find in Washington. An exception is one lucky friend of mine who rents a pleasant unfurnished apartment for \$52.50 a month plus utilities. She can afford to furnish it herself because she's been out of college almost 10 years. A less fortunate acquaintance pays \$62 for a one-room unfurnished apartment. Furnished apartments rent for tremendous prices such as \$125 per month for a basement one. Private rooming houses rates vary from \$20 to \$45 per month.

In a government-built women's dormitory for lower-salaried workers, single rooms are \$24.50. Laundry rooms, kitchens, small private lounges, a snack bar, recreation hall and library are provided plus activities like bridge and dancing classes. All these dormitories have waiting lists, of course.

Unless she works for the government, food is a big expense item for a woman who does not have a place to cook or who does not have a feeds job which provides meals. Government employees can buy meals at cost in the cafeterias run by Government Services, Inc.

Alice Brueck, '37, food manager in one of the government buildings, says a complete breakfast costs 25 to 35 cents while lunch is from 30 to 50 cents. Only a few of the cafeterias serve dinner, which is as inexpensive as lunch. Many women eat dinner at noon and have a light supper at the corner drug store in order to keep down food expenses.

The Washingtonian who eats out finds the minimum for Sunday dinner is \$1.25. Government cafeterias are not open that day.

Well worth visiting in Washington are the internationally known art galleries, the Library of Congress and places of historical interest. There is only one legitimate theater, but a university frequently presents plays that go on to Broadway. Concerts are

given by the symphony orchestra and famous artists. One waits in line to see a downtown movie.

Many hobby groups such as drama societies, language study groups and hiking clubs can be found in Washington. The churches try to do a good job of helping young people to feel at home. Washington is a woman's town, for women workers outnumber men by a large margin.

Washington is headquarters for the American Home Economics Association, and it has an active local group. Other professional organizations are the Restaurant Association; the National Capital Alumnae Chapter of Theta Sigma Phi, national professional journalism fraternity for women; the Advertising Club and the Women's Press Club.

The American Association of University Women also has its national headquarters in Washington. A member from out of town may stay at the clubhouse for 2 weeks while getting herself settled.

★

Los Angeles, Beulah M. Gray, '39. Living conditions are much the same in Los Angeles as everywhere else in the larger cities. Most rooms rent for between \$7 and \$10 a week, but I know of one which was not rented until after OPA ceilings went into effect where the charge is \$60 a month. Apartments in the larger buildings range from bachelors at \$25 to doubles at \$75.

As to food, I think I could safely say that fruit and vegetables are a bit lower than middle western prices; most other foods are a bit higher. I work in a department store cafeteria where prices are much lower than those usually charged.

Recreation covers a large range in Southern California with mountains, desert and ocean all within an hour's drive of Los Angeles. Many parks and showplaces are open to the public free of charge or for a small fee. Movies are 60 cents; plays and musicals, about \$2.50. Minimum for an evening at one of the famous nightclubs is \$50 per couple.

None of the schools in this region give degrees in home economics. Restaurants and hotels are only now beginning to employ dietitians and managers, but these are well paid. Schools badly need people with home economics training. However, at present the demand for home economists is not as heavy as in the eastern cities.



WHAT'S NEW IN

Foods and Nutrition

Cabbage: Outer cabbage leaves are vitamin-rich in May, but the inner leaves contain more vitamins in November.

★

Frozen dough: Frozen bread dough is now available packed in regular two-pound food cartons, divided into two one-pound portions. Experiments are being made with frozen rye, raisin, whole-wheat and other bread doughs, but production is held back because of inability to obtain equipment.

★

Flavor: Cherry peanut butter is one of the new spreads which range in flavor from olive-pimento, pickle and chili to orange, lemon, raisin and chocolate.

★

Roasting: Roasting eggs, which develop a nutty flavor after processing in a hot oven, adds a new taste to salads and sandwiches. They may even be dispensed through coin machines.

★

Frozen meats: Frozen uncooked meats such as sirloin, T-bone and Porterhouse steaks are now available in addition to frozen cooked meats.

★

Vitamin C: Natural food flavors and color are retained and off flavors prevented from developing by adding minute quantities of vitamin C. Use of the vitamin is economical due to its low cost.

★

Flavor: Improvement of the meaty flavor of meat and meat derivatives can be obtained by the use of amino acids in the form of a protein product which comes in both liquid and powdered forms.

Home Management

Housing: The typical American home was found to be over 25 years old in a recently conducted survey. Nearly 10 percent have no running water, 40 percent no bathtubs or shower, 27 percent no central heating or refrigeration, 21 percent no electricity and 27 percent three rooms or less.

Mattress: A new air mattress that can be inflated by a hand pump or vacuum cleaner blower attachment and stored like a blanket when deflated is intended for use in cramped quarters. When inflated it is 5 inches thick with a 10-inch pillow section.

★

Rat trap: An electric eye closes the trapdoor in a new rat trap and the rat is electrocuted.

★

Deodorizers: New types of deodorizers which eliminate household cooking odors are electrical appliances which absorb or give off a gas and chemical products which kill and absorb the odors.

Textiles and Clothing

Plexiglass: Turret-gunners will be surprised to find bomber plexiglass adorning milady's head this spring.

★

Insulated: A lightweight fabric described as *insulated* will give snowsuits the warmth of pure down.

★

A sure cure for spring fever, this refreshing to be topped with a scoop of mayonnaise. C

Linen: For the first time flax is being produced in the United States on a mass scale. Cleaner linen yarn which withstands washing and wearability tests as well as European yarns will produce a fine quality linen at a cost only slightly higher than cotton.

★

Handbags: Plastic handbags are now made of material considered a better substitute for leather than any other known synthetic.

★

Labels: Use of labels of identifying cotton fiber content will put more emphasis on the distinction



HOME ECONOMICS

between cotton and wool. Synthetic fiber has caused confusion in the textile industry, but this battle between cotton and wool is new and unexpected. When the silk industry comes to the front again, another angle will be added.

★

Synthetic: Synthetic elastic rather than smoky-colored natural rubber will be used where white is wanted for a bathing suit or pink for a girdle. Synthetic yarn shows the same color as the fabric when it is stretched.

Household Equipment

Cordless: No entangling appliances are the new cordless electric irons. Current feeds through the base, to which the cord and an automatic control are attached.

★

Robot: Clothes washer, dish washer, potato peeler, churn and ice cream freezer attachments can be used on a basic machine called the household robot.

★

Sifting: Flour sifting made simple is the theme of a new vibrating sifter, which sifts and airs its contents three times in a half minute. The utensil requires use of only one hand while the other is free to stir the batter.

★

Broiler: It bakes, it roasts, it fries, it broils. A versatile electric table broiler, shaped like a half watermelon, also boasts a heat indicator to eliminate guesswork.

★

Freezer: For home freezer fans who have difficulty in sealing their freezer cartons, a new air-tight metal closure will keep liquids from spilling.

Automats: One, two, three, a speedy shift and the automatic washer which washes the clothes on Monday does the dishes every day.

★

Pumps: An electric pump in the laundry, which permits the homemaker to empty the washer into a sink or to transfer water from one tub to another, facilitates washing and eliminates need for a floor drain.

★

Home freezing: Pies, stews and prepared dishes which are cellophane wrapped and sealed may be popped into home freezers along with fruits, vegetables and meats. The modern homemaker can prepare meals weeks in advance this way.

Applied Art

T-squares: Plastic T-squares bend in all directions, eliminating the use of auxiliary drawing instruments.

★

Opera plates: Conversation at lunch may be supplied by "opera plates," which have scenes from famous operas with snatches of words and music painted on them in rich colors.

Home Economics Education

Buttonholes: Buttonholes are now made for the community by a homemaking class in Emmet, Idaho. Result: A profit which made possible purchase of new equipment.

★

Candy: An anti-candy drive by the New Hampshire Dental Society aims at preventing tooth decay.

★

Classroom: Classroom environmental and bodily factors that might affect children's school progress and behavior have been studied extensively in a Chicago elementary school.

late holds peaches, pears and melon balls ready
and nutbread sandwiches accompany the salad



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•

MAIN FLOOR

WOLF'S

Pass the Rolls

by Mary Ann Hakes

HOT rolls should be awarded top honors in popularity among residence hall women if the small amount wasted is the judging standard. Miss Elsie Ann Guthrie, director of food service in the women's residence halls at Iowa State, says that pecan, orange and other sweet rolls are passed around for second and third servings.

"Lettuce returns to the kitchen more frequently and in larger quantities than any other single food items," she observes. Trying to cut down this waste, she serves smaller portions and often shreds the lettuce to encourage the women to eat it.

However, salads disappear rapidly at meals. Women eat egg and lettuce salad like rabbits raiding a lettuce patch. Potato, red bean and citrus salads also rank high in popularity.

When planning luncheon menus, Miss Guthrie includes two vegetables, at least one of which is liked by most of the women. If she is planning one of the less popular vegetables such as beets, she cuts down on the amount sent out to the table. The best liked cooked vegetables are frozen peas and whole kernel corn.

The meal at which a food is served sometimes makes a difference in the waste. Gingerbread, for example is a popular luncheon dessert. "One evening," recalls Miss Guthrie, "we served it with an orange sauce. Over half was returned to the kitchens. Evidently the women prefer gingerbread at noon."

Miss Guthrie thinks the butter shortage may be the reason baked potatoes are not popular. Her solution is to serve them with creamed dried beef or eggs. Whipped potatoes are welcome if they are light and fluffy. When she serves potatoes, she plans to put less bread on the tables.

"There is no waste problem with milk in Iowa State's residence halls," she states, "but the women frequently leave uneaten ice cream on their plates. At the three breakfasts a week that it is served, cocoa is the most popular beverage. Otherwise, milk heads the list."

"The problem in serving meat is not waste, but satisfying the demand for it. Meat ranks with desserts in popularity. Chicken, too, is a favorite. Although fish waste is not a problem, the women seldom ask for second servings of it."

Since the residence halls have student waitresses and waiters, the time limit prevents serving soup often. Vegetable soup is the favorite of the women.

Avoiding the waste of individual dry cereal packages, Miss Guthrie buys family size packages from which each woman may serve herself. With the present system of buffet style breakfast service, the women also serve themselves to the cooked cereal. A porcelain enamel container keeps the cereal hot. "The women do not eat enough cooked cereal; at least not as much as we would like them to eat," Miss Guthrie says. "When they do eat it, though, oatmeal and cream of wheat disappear most rapidly."

Modern Education Features

Audio-Visual Aids

Nancy Baker predicts important use for educational movies in classrooms of the future

THE classroom of the future may be a movie theater. It will be a long time before this becomes an actuality but, due to the success of the use of movies and similar materials to train men in the service, the educators of today are convinced of the importance of the use of movies in education.

To further advance and improve educational methods, Iowa State maintains a Visual Instruction Service, conducted jointly by the Engineering Extension Service and the Agricultural Extension Service. This service, founded in 1918, and directed by Professor H. L. Kooser, is conducted for the purpose of disseminating instruction and information to the people of Iowa, through churches, schools and all non-theatrical institutions, by means of audio-visual aids.

The classroom demand for the audio-visual aids is increasing. Included in the list of materials classified as audio-visual aids are sound motion pictures, silent motion pictures and glass lantern slides.

A catalog is published by the Visual Instruction Service which contains a list of 2700 films and 300 sets of lantern slides available. Not only movies pertaining to school subjects, but practically everything from A-agriculture, to W-war films, is included. The movies on the field of home economics, especially those on food and textiles and clothing, are the most used in classes on campus. Movies on *Making A Bed*, *Bathing A Baby* and *How To Set A Table* are now being produced on the campus.

Agricultural students and Iowa farmers are kept up to date in the agrarian world by such movies as *Farmers In A Changing World*, *Do Unto Animals* and *New Harvests For Victory*. The Department of Psychology uses special movies in teaching people how to read or how to improve their reading. For those interested in travel there are endless films on such subjects as *Northeastern United States*, *Picturesque Peru* and *Towns In Old Mexico*.

SOME of the newest additions to the library are films based on the war. Government propaganda and actual front line experiences, *D-Day*, *Japs Bomb Pearl Harbor* and *Yanks Invade Africa*, are included in this category. Life would not be complete without a little comedy now and then, and Foxy Fox, Kiko the Kangaroo, and a streamlined Robinson Crusoe provide humorous entertainment.

Just how are these films presented to the classroom? Motion picture projection centers in the Service Building, but picture projectors and operators are loaned to teachers who request a catalog from the Visual Instruction Service listing the different movie subjects.

The Visual Instruction Service photographs outstanding members of the student body, Veishea and campus scenes. The most profitable movies are those which will remain in circulation for the greatest length of time, such as those on geography, acoustics and cartoons.



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HI Mom!" Miss Ardis Hubbs, the college hospital dietitian, is receiving a friendly greeting from one of the students who works for her.

There was a time when no hospital dietitian could be found on the campus, for in 1884 when a two story frame building was erected on the present hospital site, it was known as the veterinary medicine hospital with the second floor being set aside for human patients. It was not until 1893 that the veterinarians moved out. The west wing of the present Iowa State College Hospital was built in 1916. In 1923 the annex was added which now houses the clinic and doctor's offices.

To patients hospital life may seem to consist solely of the work of doctors and nurses. However, from the first floor an occasional click of dishes or humming of an electric mixer can be heard indicating that a meal is in the making. The hospital's food unit is a busy place as it plans and prepares meals for the hospital staff, the special diet table and patients.

Food preparation at the college hospital is under the supervision of Miss Hubbs. She has charge of

HIGH SCHOOL STUDENTS . . .

Here Is Your VEISHEA Program

Thursday, May 9

- 4:15 p.m. Boat races—Lake LaVerne
- 7:00 Opening Ceremonies—Lake LaVerne
- 7:45 Horse Show—Armory
- 7:45 Iowa State Players presents "Kiss and Tell"
—Catherine MacKay Auditorium
- 8:30 Veishea Dance—Nat Towles and Orchestra
—Memorial Union

- 1:00 Carillon Concert
- 2:00 Baseball Game
- 2:30 Iowa State Players in "Kiss and Tell" Mac-Kay
- 1:00 p.m. Carillon Concert
- 7:30 Veishea Vodvil—State Gymnasium
- 9:00 Stars Over Veishea—Clyde Williams Field
- 9:00 Veishea Dance—Harry Cool and Orchestra—Memorial Union

Friday, May 10

- 8:00 a.m. Agriculture Field Demonstration
- 8:00 Home Economics Preview
- 8-9:30 Home Economics Registration for Visitors
- 9-12, 1-4 Veishea Open Houses
- 10:30 Humorous Debate
- 11:30-1:00 Picnic Central Campus—all high school students invited to bring own lunches and celebrate with Iowa State
- 12:00 p.m. Home Economics Luncheon
- 12:45 Mortar Board and Cardinal Key Tapping, Central Campus
- 1:00 Home Economics Program—Great Hall, Memorial Union

Saturday, May 11

- 9:30 a.m. Tennis Meet—Tennis Courts
- 10:00 All Day Golf Meet—College Golf Course
- 10:30 Veishea Parade
- 1:00 pm. Carillon Concert
- 1:00 Track Meet—Clyde Williams Field
- 1:30 Iowa State Players in "Kiss and Tell"
- 2:30 Veishea Vodvil
- 3:00 Baseball Game
- 5:00 Carillon Concert
- 7:00 Veishea Vodvil
- 8:00 Iowa State Players in "Kiss and Tell"
- 8:30 Veishea Dance—Harry Cool and Orchestra—Memorial Union
- 9:30 Stars Over Veishea—Clyde Williams Field

meal planning and ordering the food stuffs. A full-time cook is employed by the college and all the other work is done by students.

A schedule is planned and students work one hour for each of their meals. The assistant cook prepares breakfast each morning and all meals on the regular cook's day off. Six women take charge of setting tables in each of the three dining rooms. They also arrange salads and serve desserts before each meal. At the regular eating period they act as waitresses for the diet table and in the nurses' dining room. The eight men employees carry trays to the patients; wash dishes, pots and pans and see that the floors are kept cleaned and polished.

The tray rack with its rows of set-up trays receives primary attention at the beginning of each meal period. An average of 15 patients are in the hospital and their trays are sent up to the second or third floor by means of a lift.

By the time the patients are served, several of the men and women who eat at the special diet table are ready for their meal. One of the students takes the prescribed food to each of them. This service began before 1921 when a diet table was started for college students who were diabetics. Now the group also includes those who have allergies, reduction diets and ulcers, but the largest percentage is still diabetics. The nurses and doctors are served in their own dining room. Usually between 60 and 75 meals are served three times a day.

Some of the students who are working at the hospital are dietetics and institution management majors who are receiving practical experience in foods work while others are among those who regularly eat at the special diet table.

—Maxine Burch

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Spokes to the Hub Converge . . .

. . . and students and teachers stream through the great doors of the Union.

Every day a procession of Iowa Staters files through Gold Star Hall to the many meetings held in the Union. Convocations for Religious Emphasis Week, for Honors Day and for special occasions and celebrations pack Great Hall. Student organizations hash over their problems and social science teachers compare notes in the Oak Room, in the Cyclone Cellar and sometimes in West Lounge.

In rubbing elbows with their classmates and teachers, as well as in absorbing wisdom and information from speeches, students are acquiring another part of their education. They learn a bit about the cooperative process of living, working and sharing ideals.

MEMORIAL UNION

Across Alumnae Desks



THEY'RE here! Now we'll be able to try the many synthetic fibers and fabrics which are on the way to our local stores. Their special, new qualities are fire and waterproofing; resistance to creasing, rot, mildew and shrinkage. They have glazed finishes which stand up under laundering and permanent stiffening which eliminates need of starch.

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IT'S time for room conversion. Cheer up the house by going to work on these basic room backgrounds—ceilings, floors, walls, windows. Change the furniture with new slip covers. You'll find a color scheme more successful if confined to two or three colors plus neutrals—white, gray and blacks. A useful trick is to place a tall mirror in the space between two adjoining windows. Use a valance or cornice across the top." *Joan Miller, '44, Cappers Farmer, March.*

IF you have milk rebels in the family, or if you want milk and cream ever ready on your emergency shelf, then the new powdered milk is for you. Perfected for the armed forces, this powdered milk is simply pasteurized milk with its water removed and sometimes Vitamin D added. All you do to make rich wholesome milk of it again is combine it with water.

In cans it keeps indefinitely; in packages it keeps for a couple of months without refrigeration. It's rated as the equivalent nutritionally of pasteurized fresh whole milk." *Ida Ruth Younkin, 37, Better Homes & Gardens, February.*

CERTAINLY men are proud of their women when the latter are excellent cooks, and especially when they are good bakers. Such bragging as goes on about the fluffy biscuits "my wife" makes, the light-as-down hot rolls, the wonderful pancakes or the velvety cakes! Everyone of these good to eat things hides at least one of cupid's invisible little arrows." *Clara Gebbard Snyder, M. S. '30, Wheat Flour Institute, February.*

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Maria M. Roberts, '90

Roberts Hall Honors

A Career of Service

ROBERTS Hall was the first building at Iowa State to be named for a living person. The honor of having the women's residence hall named for her during her lifetime came to Miss Maria M. Roberts, professor of mathematics and later dean of the junior college, when Roberts Hall was built in 1936.

Alumni of Iowa State remember Miss Roberts best as head of the Department of Mathematics. She was always interested in her students and found time to look them up wherever she traveled. One year Dean Roberts entertained, in groups of four or five, all the students on campus whose parents had graduated from Iowa State.

Traveling was Miss Roberts' favorite recreation. She visited Europe several times and studied in a German university. Nearly all her academic life was spent at Iowa State although she studied at Chicago University, Columbia University and Cornell University during her vacations.

Miss Roberts came to Iowa State from her home in Dunlap, Iowa. While she was a senior, the YWCA was founded, and she became its first president. She was a member of the advisory board for many years. After graduation she became instructor in the Department of Mathematics and between 1891 and 1921 progressed from instructor to head of the department. She was co-author of "Analytical Geometry."

Dean Roberts herself was proudest of her record as supervisor of the Student Loan Fund. In careful interviews with each student she explained just how the loans were managed. When she was offered payment for administering one specific estate, she agreed to take the money only for the loan fund. At the fiftieth reunion of her class a loan fund was established in her honor.

Miss Maria Roberts' career has been one of service to Iowa State. It is fitting that the dormitory forming the nucleus of the group of women's residence halls be named for her. Her enlarged photograph finished in oil hangs in the lobby of Roberts Hall, an everlasting reminder of her honesty, sincerity, loyalty and devotion to ideals.

—Natalie Benda

June Welch Suggests . . .

Wardrobe Revivers For Spring

Delve deep into a magician's hat and out pops a rabbit. Here are a few tricks, less spectacular, but fun to try.

KEEP knitting needles clicking this spring and make a cap-sleeved sweater to match that favorite skirt. New patterns feature round, square and turtle necks.

Knitters who like to make socks will try a pair of white woolen anklets with angora turndown cuffs. Use stockinette stitch for the feet and rib stitch for the cuffs.

If a tape measure is not always handy to check the length of a sweater or sock, marking off the inches on the knitting needles with a favorite shade of nail enamel will solve the problem.

Any amateur designer can turn out a clever bonnet for spring. Taking a winter cloche or beanie off the closet shelf, she can sew on pearls or bright sparkly buttons in an original pattern.



Instead of buying a new evening bag for spring formals, make a tiny velvet drawstring bag. It requires one-fourth yard of velvet and enough rayon material to line the bag. A cardboard circle will keep the bottom firm. Use gold cord for the drawstring.

Monogrammed sweaters have that special look. White initials on dark colors or brown on yellow are pleasing combinations. A clever person can monogram the sweater herself or she can have it done at most department stores.

Finding a slip to wear with an evening dress is sometimes a major problem. For a dress of taffeta or net, a stiff crinoline underskirt may be the perfect answer. The formal's skirt will billow out as though great-grandmother's starched petticoats were underneath. Bridal shops sell crinoline skirts, or amateur seamstresses can make their own.

Well-pressed and lint-free skirts help in giving a well groomed appearance. To remove lint from dark woolen skirts, apply a strip of adhesive tape. When the tape is pulled off, the lint will come with it. Repeat the procedure on the other fuzzy areas.

To remove rust from a white rayon blouse, put salt and lemon on the stain and place the blouse in the sun. After washing, the spots will have vanished.

Do not discard old anklets but transform them into shoe bags. This is easily done by packing tissue in the toes of the socks and slipping in the shoes.

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Alums in the News

IOWA State graduates are filling top-notch positions in their specialized fields.

Margaret L. Mitterling, '45, is assistant nursery school teacher at the Wilder Charity Day Nursery at St. Paul, Minn. Priscilla Maxson, '45, is assistant teacher in the 4-year-old group of Oak Lane Country Day School, Philadelphia, Pa.

From the dietetics department are Helen F. Jensen, '41, dietitian at Passavant Memorial Hospital, Jacksonville, Ill.; Jessie E. Cocking, '45, assistant dietitian at Oakdale Sanitarium; Jeanette Botsford, '43, assistant dietitian at Jewish Hospital, St. Louis, Mo.; and Agnes Reinke, '41, clinic dietitian with the Holleran Medical Group, Los Angeles, Calif. Ellen L. Seidell, '44, has accepted a position with the Nutrition Department, University Hospital, Iowa City. Marian Jane Johnson, '43, is manager of the Francis W. Parker School lunchroom, Chicago. Betty Plumb Edmondson, '44, is assistant director for the Dairy Council, Omaha.

Dorothy Wilkinson, '40, recently in the Marine Corps, is now home economist with the Luthe Hardware Company, Des Moines. Kathleen McClarey, '42, works out of Kansas City as an air hostess for Transcontinental and Western Airlines.

Patricia Maddex, '45, has begun training with the United Airlines in Chicago. Alice McKinney, '25, is with the Interior Decoration Department, F. & R. Lazarus Store, Columbus, Ohio.

Catherine Vial, '44, is director and Eleanor Mayer, '44, assistant director of dormitories and commons at Beloit College, Beloit, Wis. Eva Donelson, '27, formerly with the Department of Chemistry, University of Minnesota, Minneapolis, is now head of the Department of Nutrition at Ohio State University, Columbus.

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Some home-makers like the jar, some prefer the economy bag, but they all like the coffee. For a “perk-me-up” try a cup of Chocolate Cream.

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